

## Attention: Pharmacy Providers

### Medicare Part D Provider Marketing Guidelines Now Available

The final version of the Medicare Part D Marketing Guidelines is now available from CMS and can be found at <http://www.cms.hhs.gov/pdps/PrtDPInMrktngGdlns.asp>. The Guidelines include information on what pharmacists can and cannot do when assisting beneficiaries with prescription drug plan selection.

Pharmacy providers contracted with Plans and their subcontractors **can**:

- Provide the names of Plans with which they contract and/or participate
- Provide information and assistance in applying for the limited income subsidy
- Provide objective information on specific Plan formularies, based on a particular patient's medications and health care needs
- Provide objective information regarding specific Plans, such as covered benefits, cost sharing, and utilization management tools
- Distribute PDP marketing materials, including enrollment application forms  
*Note: Provider must inform individuals where they can obtain information on all available options within the service area (i.e., 1-800-MEDICARE or <http://www.medicare.gov/>)*
- Distribute Medicare Advantage (MA) and/or Medicare Advantage-Prescription Drug (MA-PD) marketing materials, excluding enrollment application forms  
*Note: Provider must inform individuals where they can obtain information on all available options within the service area (i.e., 1-800-MEDICARE or <http://www.medicare.gov/>)*
- Refer their patients to other sources of information, such as the State Health Insurance Assistance Programs, Plan marketing representatives, CMS's website at <http://www.medicare.gov/>, or calling 1-800-MEDICARE
- Print out and share information with patients from CMS's website
- Use comparative marketing materials comparing plan information created by a non-benefit/service providing third party (See section 10 under Marketing of

Multiple Lines of Business, Non-Benefit/Service-Providing Third Party Marketing Materials)

Pharmacy providers contracted with Plans and their subcontractors **cannot**:

- Direct, urge, or attempt to persuade, any prospective enrollee to enroll in a particular Plan or to insure with a particular company based on financial or any other interest of the provider (subcontractor)
- Collect enrollment applications
- Offer inducements to persuade beneficiaries to enroll in a particular plan or organization
- Health screen when distributing information to patients, as health screening is a prohibited marketing activity
- Offer anything of value to induce Plan enrollees to select them as their provider
- Expect compensation in consideration for the enrollment of a beneficiary
- Expect compensation directly or indirectly from the Plan for beneficiary enrollment activities

The guidelines are provided to help pharmacists assist beneficiaries with prescription drug plan selection and to also ensure that plan selection is in the best interest of the beneficiary.

**EDS, 1-800-688-6696 or 919-851-8888**